# Alberta Tourism Market Monitor

## Record-breaking 2016 for national parks visitation

Alberta's national parks experienced new highs in 2016 as the provincial economy entered into recovery.

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Among the highs was record-breaking visitation to the province's national parks – the highest since 2004. Banff welcomed about 4 million visitors (including group tours), up by 4.7% from 2015; Jasper had more than 2 million visitors (including group tours), increasing almost 4% from 2015; and Waterton Lakes saw more than a half million visitors in 2016, jumping by 12.9% over 2015.

Based on the big national park numbers, the Alberta Resorts region correspondingly set a record high occupancy rate at 64.1% in 2016, which is up by 1.8 points compared to 2015. The average daily room rate for this region also soared by 10% to $253. A weaker Canadian dollar, which declined from $1.01 to $0.75 against the U.S. dollar, a six-year low, helps account for the increase in parks and resorts visitation from U.S. and international markets.

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# 2016 Alberta Tourism Market Monitor
## Alberta Culture and Tourism

| | Jan. | Feb. | Mar. | Apr. | May | June | July | August | Sept. | Oct. | Nov. | Dec. | Yr-to-Date |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Air Passengers 2016 (000's of arrivals and departures) [1]** | | | | | | | | | | | | | |
| Edmonton International Total | 562.4 | 554.2 | 578.3 | 534.5 | 592.0 | 583.4 | 645.0 | 669.5 | 588.9 | 586.1 | 541.0 | 591.0 | 7,026.9 |
| Per cent change from 2015 | -3.4% | -1.3% | -5.8% | -9.8% | -2.7% | -2.5% | -5.6% | -5.7% | -2.2% | -1.5% | -1.8% | -5.5% | -3.5% |
| Domestic | 400.0 | 397.9 | 426.7 | 399.5 | 492.7 | 497.6 | 559.1 | 586.2 | 503.7 | 491.7 | 421.2 | 459.7 | 5,636.1 |
| Per cent change from 2015 | 0.5% | 4.5% | 1.3% | -3.4% | 12.3% | 1.4% | -0.1% | 0.5% | 2.1% | 4.1% | 3.9% | -2.0% | 2.0% |
| Transborder | 97.0 | 95.2 | 95.5 | 85.7 | 70.5 | 63.0 | 60.2 | 57.2 | 61.7 | 72.3 | 78.4 | 79.8 | 916.7 |
| Per cent change from 2015 | -18.0% | -20.5% | -26.1% | -28.2% | -25.9% | -23.3% | -35.6% | -38.9% | -24.0% | -25.5% | -21.0% | -20.2% | -25.4% |
| International | 65.4 | 61.1 | 56.1 | 49.3 | 28.8 | 22.8 | 25.7 | 26.1 | 23.4 | 22.2 | 41.4 | 51.5 | 474.1 |
| Per cent change from 2015 | -0.5% | 0.2% | -11.2% | -17.8% | -9.1% | -10.5% | -16.1% | -20.8% | -14.4% | -13.3% | -10.3% | -8.2% | -9.8% |
| Calgary International Total | 1,205.9 | 1,193.5 | 1,304.2 | 1,198.6 | 1,257.9 | 1,322.1 | 1,549.5 | 1,562.9 | 1,343.3 | 1,284.7 | 1,162.8 | 1,292.6 | 15,680.6 |
| Per cent change from 2015 | 0.5% | 3.8% | 2.9% | -2.2% | 0.1% | 1.3% | 2.4% | 0.4% | 3.7% | 1.4% | 1.7% | -0.3% | 1.3% |
| Domestic | 810.9 | 810.7 | 892.5 | 836.6 | 920.9 | 966.9 | 1,122.6 | 1,140.8 | 979.6 | 943.4 | 819.5 | 902.0 | 11,152.9 |
| Per cent change from 2015 | 1.2% | 5.9% | 6.3% | -0.9% | 1.2% | 1.2% | 2.0% | -0.2% | 3.1% | 1.5% | 0.7% | -1.8% | 1.7% |
| Transborder | 236.3 | 237.0 | 263.2 | 222.2 | 225.3 | 241.0 | 290.5 | 284.8 | 246.5 | 240.2 | 220.6 | 237.4 | 2,945.1 |
| Per cent change from 2015 | -7.2% | -6.5% | -6.3% | -11.8% | -5.2% | -1.0% | 1.3% | -0.2% | 1.8% | -1.8% | -1.1% | -3.1% | -3.4% |
| International | 158.6 | 145.8 | 148.6 | 139.8 | 111.7 | 114.1 | 136.4 | 137.3 | 116.9 | 101.1 | 122.6 | 153.2 | 1,582.6 |
| Per cent change from 2015 | 10.3% | 11.5% | 1.4% | 8.2% | 1.9% | 7.5% | 9.1% | 7.0% | 13.3% | 8.2% | 14.5% | 15.1% | 8.7% |
| Fort McMurray International Total | 67.9 | 71.0 | 76.4 | 72.2 | 9.8* | 46.2 | 70.8 | 74.2 | 66.9 | 66.7 | 63.3 | 59.40 | 744.8 |
| Per cent change from 2015 | -30.3% | -21.9% | -21.5% | -22.9% | -89.4% | -53.0% | -27.4% | -24.4% | -28.7% | -23.7% | -20.4% | -19.3% | -32.3% |
| **Highway Count 2015 (000's of vehicles) [2]** | | | | | | | | | | | | | |
| Hwy 1 - Sask border w-bound | 57.1 | 57.5 | 71.0 | 67.2 | 79.2 | 83.5 | 113.5 | 108.8 | 84.9 | 77.7 | 67.4 | 70.7 | 938.5 |
| Per cent change from 2015 | -1.0% | 0.3% | 9.7% | -7.7% | -1.1% | -2.2% | 2.2% | -0.5% | 4.9% | -3.2% | 4.7% | -1.9% | 0.2% |
| Hwy 1 - Banff Pk Gate (2-way) | 542.1 | 550.8 | 626.1 | 573.6 | 685.7 | 741.1 | 1,031.4 | 1,014.10 | 758.6 | 563.7 | 527.3 | 543.1 | 8,157.6 |
| Per cent change from 2015 | 8.0% | 9.0% | 15.0% | 1.0% | 1.0% | 5.0% | 8.2% | 3.7% | 9.3% | -4.5% | 12.7% | -2.9% | 5.3% |
| Hwy 16 - Jasper Pk Gate (2-way) | 90.1 | 89.0 | 118.8 | 114.4 | 149.1 | 173.6 | 254.6 | 249.4 | 168.7 | 112.0 | 83.8 | 95.1 | 1,698.6 |
| Per cent change from 2015 | -6.4% | -4.1% | 6.4% | -7.3% | -0.1% | 3.4% | 8.9% | -1.9% | 4.3% | -10.5% | -0.7% | -7.7% | -0.3% |
| Hwy 16 - Blackfoot w-bound | 143.9 | 139.2 | 160.3 | 160.8 | 174.8 | 175.2 | 186.2 | 188.9 | 173.4 | 167.8 | 162.2 | 159.1 | 1,991.8 |
| Per cent change from 2015 | -12.3% | -5.0% | -6.1% | -9.6% | -6.3% | -7.0% | -8.1% | -4.0% | -3.3% | -9.5% | 0.1% | -2.3% | -6.2% |
| **National Park Attendance (000's of visitors) 2016 [3]. Year to date numbers include Group Tours for Banff and Jasper National Parks** | | | | | | | | | | | | | |
| Banff | 196.6 | 212.2 | 239.1 | 242.6 | 300.5 | 349.5 | 680.4 | 659.5 | 475.2 | 142.0 | 131.5 | 146.4 | 4,075.8 |
| Per cent change from 2015 | 6.3% | 12.5% | 17.3% | -1.7% | 1.4% | 7.2% | 7.9% | 4.5% | 9.7% | -2.6% | 12.7% | -1.2% | 4.7% |
| Jasper | 51.0 | 55.2 | 71.6 | 140.3 | 180.3 | 211.3 | 468.2 | 453.1 | 319.4 | 56.1 | 43.3 | 49.8 | 2,354.8 |
| Per cent change from 2015 | -3.4% | 3.0% | 11.7% | -4.6% | 1.2% | 5.2% | 8.1% | 1.8% | 7.7% | -8.2% | 4.3% | -5.5% | 3.9% |
| Waterton Lakes | 8.5 | 11.5 | 13.1 | 19.6 | 41.9 | 80.0 | 130.7 | 122.3 | 69.6 | 20.0 | 13.2 | 8.1 | 538.5 |
| Per cent change from 2015 | 26.9% | 53.3% | 40.9% | 32.4% | 6.9% | 8.8% | 14.3% | 7.2% | 16.6% | -9.0% | 67.1% | 1.3% | 12.9% |
| Elk Island | 13.8 | 16.2 | 19.4 | 27.9 | 36.0 | 40.1 | 54.1 | 52.8 | 38.1 | 20.1 | 14.3 | 12.3 | 345.1 |
| Per cent change from 2015 | 43.8% | 79.7% | 31.2% | 42.9% | -8.6% | 11.2% | 29.0% | 10.3% | 20.1% | -18.6% | -28.1% | -4.7% | 12.3% |
| Wood Buffalo | 0.01 | 0.04 | 0.03 | 0.05 | 0.50 | 0.54 | 0.95 | 0.81 | 0.40 | 0.02 | **0.02** | 0.01 | 3.29 |
| Per cent change from 2015 | 250.0% | 89.5% | 82.4% | 193.8% | 42.9% | 27.4% | 8.3% | -18.8% | 13.8% | -32.4% | **63.6%** | -58.3% | 6.8% |

**Sources: Edmonton International Airport, Calgary International Airport, Fort McMurray International Airport, Alberta Transportation, and Parks Canada.**

| Employment (000's of persons) 2016 Seasonally Adjusted[4] | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | August | Sept. | Oct. | Nov. | Dec. | Yr-to-Date |
| Accommodation and Food Services | 138.0 | 135.7 | 138.6 | 141.0 | 141.1 | 146.9 | 145.3 | 151.2 | 150.9 | 148.9 | 148.4 | 147.0 | 144.4 |
| Per cent change from 2015 | -12.0% | -13.7% | -11.1% | -8.1% | -10.0% | -6.6% | -5.6% | -1.9% | 1.1% | -2.2% | -0.3% | 4.4% | -5.7% |
| **Accommodation Indices for Major Regions 2016[5]** | | | | | | | | | | | | | |
| Edmonton Occupancy Rate | 49.7% | 59.0% | 61.0% | 60.7% | 74.7% | 61.8% | 59.2% | 60.1% | 60.2% | 60.2% | 60.1% | 45.0% | 59.3% |
| Point change from 2015 | -5.0 | -6.7 | -6.2 | -7.3 | 10.5 | -8.0 | -5.7 | -4.1 | -4.4 | -2.6 | -1.9 | -2.7 | -3.7 |
| Average Daily Room Rate | $128.02 | $131.88 | $131.91 | $130.77 | $124.87 | $130.17 | $127.5 | $127.57 | $128.14 | $131.27 | $134.32 | $129.16 | $130.01 |
| Variance from 2015 | -5.0% | -4.3% | -5.0% | -4.9% | -8.6% | -7.0% | -4.5% | -4.9% | -6.9% | -4.1% | -2.7% | -1.5% | -4.7% |
| Revenue per available room | $63.58 | $77.83 | $80.46 | $79.38 | $93.28 | $80.51 | $75.43 | $76.63 | $77.18 | $79.04 | $80.79 | $58.14 | $77.08 |
| Calgary Occupancy Rate | 45.8% | 50.9% | 53.5% | 56.4% | 63.2% | 67.8% | 78.1% | 70.8% | 67.5% | 55.6% | 53.3% | 40.6% | 58.6% |
| Point change from 2015 | -9.4 | -11.1 | -10.2 | -8.3 | -6.5 | -2.3 | 0.0 | -5.0 | -3.0 | -7.6 | -1.4 | -3.9 | -5.8 |
| Average Daily Room Rate | $138.84 | $138.98 | $137.57 | $142.24 | $139.55 | $157.87 | $167.43 | $136.14 | 148.33 | $141.19 | $145.72 | $127.62 | $145.55 |
| Variance from 2015 | -10.4% | -10.7% | -12.1% | -8.6% | -12.1% | -7.7% | -8.2% | -7.4% | -5.7% | -9.1% | -5.1% | -7.4% | -8.0% |
| Revenue per available room | $63.63 | $70.69 | $73.65 | $80.23 | $88.23 | $107.03 | $130.71 | $96.42 | $100.19 | $78.51 | $77.73 | $51.80 | $85.22 |
| Alberta Resorts Occupancy Rate | 42.5% | 53.9% | 55.4% | 46.8% | 63.5% | 83.4% | 93.1% | 93.9% | 87.5% | 57.4% | 41.4% | 44.8% | 64.1% |
| Point change from 2015 | 1.6 | 0.5 | 5.6 | -1.6 | 3.4 | 6.5 | 2.5 | 1.9 | 5.3 | -1.3 | 3.5 | -5.0 | 1.8 |
| Average Daily Room Rate | $184.26 | $195.28 | $195.40 | $180.42 | $213.16 | $279.58 | $335.54 | $332.47 | $283.97 | $203.64 | $184.25 | $265.16 | $252.68 |
| Variance from 2015 | 0.9% | 10.7% | 14.3% | 5.8% | 7.0% | 9.1% | 15.5% | 12.3% | 10.3% | 7.4% | 10.7% | 10.4% | 10.1% |
| Revenue per available room | $78.40 | $105.22 | $108.31 | $84.36 | $135.40 | $235.58 | $312.41 | $312.04 | $248.52 | $116.94 | $76.25 | $118.87 | $161.89 |
| Other Alberta** Occupancy Rate | 35.3% | 39.6% | 40.4% | 39.2% | 42.4% | 48.3% | 51.6% | 52.1% | 50.2% | 45.5% | 43.6% | 33.2% | 43.3% |
| Point change from 2015 | -17.1 | -15.9 | -12.7 | -9.8 | -8.7 | -10.3 | -6.9 | -4.8 | -5.4 | -5.0 | -2.0 | -0.2 | -8.3 |
| Average Daily Room Rate | $122.20 | $123.10 | $120.47 | $116.27 | $113.49 | $123.76 | $123.52 | $121.13 | $118.23 | $116.45 | $117.56 | $113.29 | $119.30 |
| Variance from 2015 | -9.0% | -7.8% | -8.3% | -10.4% | -10.7% | -3.7% | -4.5% | -5.9% | -7.5% | -7.6% | -7.2% | -6.7% | -7.5% |
| Revenue per available room | $43.09 | $48.69 | $48.70 | $45.62 | $48.15 | $59.78 | $63.74 | $63.07 | $59.37 | $52.98 | $51.29 | $37.57 | $51.60 |
| Total Alberta (excl. Resorts) Occupancy Rate | 42.4% | 48.3% | 49.9% | 50.3% | 57.6% | 58.0% | 61.7% | 60.0% | 58.2% | 52.6% | 51.2% | 38.7% | 52.3% |
| Point change from 2015 | -11.5 | -12.1 | -10.4 | -8.8 | -2.8 | -7.2 | -4.5 | -4.6 | -4.3 | -5.2 | -1.8 | -2.0 | -6.3 |
| Average Daily Room Rate | $129.50 | $131.06 | $129.79 | $129.88 | $126.09 | $137.81 | $141.35 | $128.30 | $131.68 | $129.03 | $132.01 | $123.03 | $131.51 |
| Variance from 2015 | -8.0% | -7.5% | -8.5% | -7.7% | -10.5% | -5.4% | -5.2% | -6.1% | -6.3% | -7.1% | -4.8% | -5.3% | -6.6% |
| Revenue per available room | $54.94 | $63.24 | $64.82 | $65.35 | $72.64 | $79.94 | $87.26 | $76.97 | $76.70 | $67.86 | $67.60 | $47.66 | $68.81 |
| **Sources: CBRE Hotels Trends in the Hotel Industry National Market Report.** | | | | | | | | | | | | | |
| | Jan. | Feb. | Mar. | Apr. | May | June | July | August | Sept. | Oct. | Nov. | Dec. | Yr-to-Date |
| **Food Services and Drinking Places 2016 ($ Millions) unadjusted[6]** | | | | | | | | | | | | | |
| Total Receipts for Alberta | $681.11 | $679.86 | $730.00 | $742.74 | $774.33 | $753.86 | $774.81 | $778.74 | $752.70 | $760.25 | $747.80 | $746.00 | $743.52 |
| Per cent change from 2015 | -1.9% | 2.5% | -1.5% | 1.7% | 0.4% | -0.3% | -1.3% | 0.5% | 1.5% | 0.1% | 2.4% | 0.7% | 0.4% |
| **Historic Sites and Museums 2016 (000's of visitors) 7** | | | | | | | | | | | | | |
| Visitor Attendance*** | 10.7 | 26.4 | 36.3 | 35.3 | 67.0 | 95.7 | 190.7 | 170.9 | 65.7 | 29.6 | 21.8 | 12.4 | 762.3 |
| Per cent change from 2015*** | -5.4% | 2.4% | 32.6% | -6.7% | -1.2% | -5.4% | 10.6% | -5.5% | 1.3% | -8.7% | 25.8% | -4.0% | 1.4% |
| **Exchange Rates 2016[8]** | | | | | | | | | | | | | |
| Canadian Dollar/U.S. Dollar (noon) | 0.70 | 0.72 | 0.76 | 0.78 | 0.77 | 0.78 | 0.77 | 0.77 | 0.76 | 0.75 | 0.74 | 0.75 | 0.75 |
| Canadian Dollar/ Euro | 0.65 | 0.65 | 0.68 | 0.69 | 0.68 | 0.69 | 0.69 | 0.69 | 0.68 | 0.69 | 0.69 | 0.71 | 0.68 |
| Canadian Dollar/ Great British Pounds | 0.49 | 0.51 | 0.53 | 0.54 | 0.53 | 0.55 | 0.58 | 0.59 | 0.58 | 0.61 | 0.60 | 0.60 | 0.56 |

| | Jan. | Feb. | Mar. | Apr. | May | June | July | August | Sept. | Oct. | Nov. | Dec. | Yr-to-Date |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cushing, OK Spot Price (US Dollar per Barrel) | 31.68 | 30.32 | 37.55 | 40.75 | 46.71 | 48.76 | 44.65 | 44.72 | 45.18 | 49.78 | 45.71 | 51.97 | 43.15 |
| **Major Tourism Projects Valued $5 million or Greater 2016 ($ Millions)[16]** | | | | | | | | | | | | | |
| Total Value of Hotel Projects Inventory | $899 | $1,102 | $1,177 | $799 | $773 | $773 | $773 | $764 | $758 | $666 | $666 | $666 | $666 |
| **Sources: Statistics Canada, Alberta Culture and Tourism, Bank of Canada, WTI, Government of Alberta.** | | | | | | | | | | | | | |

*Commercial Air Service suspended from May 5 - June 10 due to wildfire.

**Other Alberta includes Lethbridge, Red Deer and other Alberta communities.

***Please note some of the historical sites have changed their hours of operation (see Notes section). Visitation from the Royal Alberta Museum was excluded from the 2016 numbers (and percentage changes) as it closed in December 2015.

# Alberta Tourism Market Monitor: 2011 - 2016 Annual Data

## Alberta Culture and Tourism

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|---|---|---|---|---|---|---|
| **Air Passengers (000's of arrivals and departures)** | | | | | | |
| Edmonton International Total | 6,277.1 | 6,676.4 | 6,963.2 | 7,332.5 | 7,280.9 | 7,026.9 |
| Per cent change from previous year | 3.1% | 6.4% | 4.6% | 5.0% | -0.7% | -3.5% |
| Domestic | - | 5,109.6 | 5,312.2 | 5,500.6 | 5,527.0 | 5,636.1 |
| Per cent change from previous year | - | 6.1% | 4.0% | 3.5% | 0.5% | 2.0% |
| Transborder | - | 1,173.9 | 1,264.8 | 1,372.7 | 1,228.1 | 916.7 |
| Per cent change from previous year | - | 8.1% | 7.7% | 8.5% | -10.5% | -25.4% |
| International | - | 392.9 | 406.2 | 459.3 | 525.8 | 474.1 |
| Per cent change from previous year | - | 4.1% | 3.4% | 13.1% | 14.5% | -9.8% |
| Calgary International Total | 12,771 | 13,641.2 | 14,316.1 | 15,261.1 | 15,475.8 | 15,680.6 |
| Per cent change from previous year | 1.1% | 6.0% | 5.0% | 6.6% | 1.4% | 1.3% |
| Domestic | - | 9,577.7 | 10,069.9 | 10,745.0 | 10,970.4 | 11,152.9 |
| Per cent change from previous year | - | 6.2% | 5.1% | 6.7% | 2.1% | 1.7% |
| Transborder | - | 2,725.4 | 2,920.3 | 3,106.0 | 3,049.0 | 2,945.1 |
| Per cent change from previous year | - | 7.9% | 7.0% | 6.4% | -1.8% | -3.4% |
| International | - | 1,335.0 | 1,325.8 | 1,410.1 | 1,456.4 | 1,582.6 |
| Per cent change from previous year | - | 1.4% | -0.7% | 6.4% | 3.3% | 8.7% |
| Fort McMurray International Total | - | - | 1,195.4 | 1,308.4 | 1,099.7 | 744.8 |
| Per cent change from previous year | - | - | 24.8% | 9.5% | -16.0% | -32.3% |
| **Highway Count (000's of vehicles)** [2] | | | | | | |
| Hwy 1 - Sask border w-bound | 891.7 | 908.7 | 901.4 | 918.6 | 936.2 | 938.5 |
| Per cent change from previous year | -0.1% | 1.9% | -0.8% | 1.9% | 1.9% | 0.2% |
| Hwy 1 - Banff Pk Gate (2-way) | 6307.7 | 6605.9 | 6736.6 | 7211.5 | 7,746.6 | 8,157.6 |
| Per cent change from previous year | 0.6% | 4.7% | 2.0% | 7.0% | 7.4% | 5.3% |
| Hwy 16 - Jasper Pk Gate (2 way) | 1529.4 | 1559.6 | 1618.9 | 1668.7 | 1,703.7 | 1,698.6 |
| Per cent change from previous year | 2.8% | 2.0% | 3.8% | 3.1% | 2.1% | -0.3% |
| Hwy 16 - Jct #897 w-bound | 2149.9 | 2252.8 | 2272.6 | 2312.9 | 2123.4 | 1,991.8 |
| Per cent change from previous year | 6.0% | 4.8% | 0.9% | 1.8% | -8.2% | -6.2% |
| **National Park Attendance (000's of person visits)** [3] Includes Group Tours for Banff and Jasper National Parks. | | | | | | |
| Banff | 3,179.3 | 3,286.8 | 3,291.9 | 3,552.1 | 3,894.3 | 4,075.8 |
| Per cent change from previous year | -0.2% | 3.4% | 0.2% | 7.9% | 9.6% | 4.7% |
| Jasper | 1,940.5 | 1,991.4 | 2,022.8 | 2,154.6 | 2,266.1 | 2,354.8 |
| Per cent change from previous year | 0.8% | 2.6% | 1.6% | 6.5% | 5.2% | 3.9% |
| Waterton Lakes | 397.5 | 401.3 | 408.3 | 413.6 | 477.0 | 538.5 |
| Per cent change from previous year | -1.0% | 1.0% | 1.7% | 1.3% | 15.3% | 12.9% |
| **Employment (000's of persons) Seasonally Adjusted** [4] | | | | | | |
| Accommodation and Food Services | 131.2 | 133.3 | 135.6 | 145.6 | 153.5 | 144.7 |
| Per cent change from previous year | 4.9% | 1.8% | 1.4% | 7.7% | 2.4% | -5.7% |

**Sources: Edmonton, Calgary and Fort McMurray International Airports, Alberta Transportation, Parks Canada, Statistics Canada.**

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|---|---|---|---|---|---|---|
| **Accommodation Indices** | | | | | | |
| Edmonton Occupancy Rate | 62.4% | 66.5% | 69.7% | 69.2% | 63.0% | 59.3% |
| Point change from previous year | 0.7 | 4.1 | 3.2 | -0.6 | -6.6 | -3.7 |
| Average Daily Room Rate | $118.89 | $122.42 | $127.28 | $133.90 | $135.64 | $130.01 |
| Variance from previous year | - | 3.0% | 4.0% | 5.2% | 1.1% | -4.7% |
| Revenue per available room | - | $81.41 | $88.71 | $92.63 | $85.44 | $77.08 |
| Calgary Occupancy Rate | 66.8% | 70.5% | 72.7% | 70.0% | 64.3% | 58.6% |
| Point change from previous year | 2.8 | 3.8 | 1.9 | -2.9 | -5.6 | -5.8 |
| Average Daily Room Rate | $145.48 | $156.04 | $162.13 | $166.67 | $157.47 | $145.55 |
| Variance from previous year | - | 7.3% | 3.9% | 2.8% | -4.9% | -8.0% |
| Revenue per available room | - | $110.01 | $117.87 | $116.61 | $101.27 | $85.22 |
| Alberta Resorts Occupancy Rate | 54.0% | 56.4% | 57.1% | 60.1% | 62.3% | 64.1% |
| Point change from previous year | 1.7 | 2.4 | 0.8 | 3.0 | 2.5 | 1.8 |
| Average Daily Room Rate | $187.40 | $196.10 | $202.61 | $214.70 | $232.32 | $252.68 |
| Variance from previous year | - | 4.6% | 3.3% | 6.0% | 8.4% | 10.1% |
| Revenue per available room | - | $110.60 | $115.69 | $129.02 | $144.83 | $161.89 |
| Other Alberta* Occupancy Rate | 58.7% | 61.5% | 64.0% | 65.3% | 51.7% | 43.3% |
| Point change from previous year | 7.0 | 2.7 | 2.5 | 1.5 | -13.5 | -8.3 |
| Average Daily Room Rate | $114.40 | $120.79 | $126.99 | $130.93 | $128.03 | $119.30 |
| Variance from previous year | - | 5.6% | 5.1% | 3.1% | -2.2% | -7.5% |
| Revenue per available room | - | $74.29 | $81.27 | $85.48 | $66.16 | $51.60 |
| Total Alberta (excl. Resorts) Occupancy Rate | 62.3% | 65.6% | 68.2% | 67.8% | 58.7% | 52.3% |
| Point change from previous year | 3.9 | 3.4 | 2.4 | -0.4 | -9.1 | -6.3 |
| Average Daily Room Rate | $125.84 | $132.24 | $138.10 | $142.98 | $140.03 | $131.51 |
| Variance from previous year | - | 5.1% | 4.4% | 3.5% | -2.4% | -6.6% |
| Revenue per available room | - | $86.75 | $94.18 | $96.92 | $82.24 | $68.81 |
| **Food Services and Drinking Places ($ Millions) unadjusted** | | | | | | |
| Total Receipts for Alberta | $595.13 | $638.52 | $684.90 | $725.80 | $730.10 | $743.52 |
| Per cent change from previous year | 7.0% | 7.5% | 7.3% | 6.0% | 0.9% | 0.4% |
| **Historic Sites and Museums (000's of person visits)** | | | | | | |
| Visitor Attendance | 773.1 | 828.5 | 816.0 | 836.2 | 918.4 | 762.3** |
| Per cent change from previous year | -11.5% | 7.2% | -1.5% | 2.5% | 9.8% | 1.4%** |
| **Exchange Rates** | | | | | | |
| Canadian Dollar/U.S. Dollar (noon) | 1.01 | 1.00 | 0.97 | 0.94 | 0.78 | 0.75 |
| Canadian Dollar/ Euro | 0.73 | 0.78 | 0.73 | 0.68 | 0.71 | 0.68 |
| Canadian Dollar/ Great British Pounds | 0.63 | 0.63 | 0.62 | 0.55 | 0.51 | 0.56 |
| **Oil Price: Western Texas Intermediate (WTI)** | | | | | | |
| Cushing, OK Spot Price (US Dollar per Barrel) | 94.87 | 94.11 | 97.91 | 93.26 | 48.69 | 43.15 |
| **Sources: CBRE Hotels Trends in the Hotel Industry National Market Report, Statistics Canada, Alberta Culture, Bank of Canada, WTI.** | | | | | | |

* Other Alberta includes Lethbridge, Red Deer and other Alberta communities

** Due to its closure in December 2015, visitation numbers from the Royal Alberta Museum was excluded when the year-over-year annual change was calculated.

**Note: New monthly figures are shown in bold type. Revisions will be bolded.**
**r=revised p=preliminary**

**1. Air Passengers** - Numbers are preliminary estimates of air passenger arrivals and departures at the Edmonton International and Calgary International Airports. From September 2015, total domestic passengers at Fort McMurray International Airport has been added.
Source: Edmonton International Airport, Calgary International Airport and Fort McMurray International Airport websites.

**2. Highway Traffic**: These are monthly totals. The monthly average daily traffic (average number of vehicles per day) is calculated by dividing the monthly total by the number of days in the month passing the counter locations and in the direction indicated for a particular month. Automatic Traffic Recorders counts all vehicles by direction. Year to date is a cumulative total for all vehicles.
Source: Alberta Transportation's Automatic Traffic Recorders (ATR). http://www.transportation.alberta.ca/3459.htm

**3. National Park Attendance** - Attendance is reported as the number of visits to National Parks in Alberta. Data are preliminary unless otherwise noted.
Banff National Park and Jasper National Park reflect independent travellers only, and do not include people travelling as part of a tour group. Tour group data is included in the annual edition of Market Monitor.
Source: Parks Canada.

**4. Employment Food and Accommodation Sector** - The employment figure represents all persons who worked for pay, profit or unpaid work in the food services and accommodation sector, including businesses or other ventures owned or operated by a related family member(s) during the reference period of the survey. The year-to-date total is an average for the year.
Source: Statistics Canada, Labour Force Survey.

**5. Accommodation Indices for Major Regions** - Occupancy rates and average daily room rates are based on monthly averages of all reporting hotels, motels and motor hotels in each designated region. Alberta Resorts includes the resort communities of Banff, Lake Louise, Kananaskis, Canmore and Jasper.

Revenue per available room is calculated using the occupancy rate and average daily room rate.

Source: CBRE Hotels Trends in the Hotel Industry National Market Report, with reproduction and use of information subject to CBRE Disclaimer and Restrictions as detailed at www.cbre.ca

**6. Food Services and Drinking Places** - The monthly survey of Food Services and Drinking Places provides estimates of the value of sales and the number of locations of restaurants, caterers, and drinking places by province and by industry at the North American Industry Classification System (NAICS) four-digit level. Includes total receipts from restaurants, caterers and taverns for chain and independent establishments. The target population is the 3 digit NAICS level of 722, which includes: Full-service restaurants, limited service eating places, special food places and drinking places. The year-to-date total is an average for the year.
Source: Statistics Canada, Food Services and Drinking Places.

**7. Historic Sites and Museums** - Visitor attendance figures are monthly totals based on 15 historic sites, the Royal Tyrrell Museum of Paleontology and the Tyrrell Field Station. The Royal Alberta Museum (RAM) closed on December 6, 2015. Visitation numbers from RAM were excluded when the year-over-year change for each month in 2016, as well as annual change was calculated.
Source: Alberta Culture and Tourism

**8. Exchange Rate** - this is the average monthly exchange rate.
Source: Bank of Canada.

**9. Western Texas Intermediate** - This is the average monthly oil price.
Source: Cushing, OK WTI Spot Price FOB.

**10. Major hotel projects in Alberta** - This is the inventory of hotel projects in Alberta, including new hotels and renovations valued at $5 million or greater. It is not a complete list of hotel projects. The project stages included in the reported number are: announced, under construction and completed. If the project is completed, it will be

removed from the inventory after 30 days from completion. More information on other tourism and recreation projects is available on the website provided below.
Source: Government of Alberta, http://majorprojects.alberta.ca/

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